

ANDREI ZANESCU, PhD, Assistant Professor in Communication Studies

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Education

2023 **PhD Communication**, Department of Communication Studies, Concordia University (Supervised by Dr. Mia Consalvo).

2018 **MA Media Studies**, Department of Communication Studies, Concordia University.

2015 **BA Western Society and Culture**, Liberal Arts College, Concordia University.

Professional Appointments

Assistant Professor – Limited Term Appointment. 2023-2024. Department of Communication Studies, Concordia University, Montreal Canada.

Sessional Instructor – COMS 360: Mass Media. Fall 2021. Department of Communication Studies, Concordia University, Montreal, Canada.

Sessional Instructor – COMS 333: Games, Media and Culture. Winter 2021. Department of Communication Studies, Concordia University, Montreal, Canada.

Books

Consalvo M., Lajeunesse M. and Zanescu A. (Forthcoming). *Microstreaming on Twitch*. Cambridge, Massachusetts: MIT Press.

Book Chapters

Zanescu A. (Forthcoming) "Blockbuster Games: Industrial Strategy Meets Genre", in *New Formations of Game Genre*, eds. Gerald Voorhees, Josh Call, Betsy Brey and Matthew Wysocki. London, England: Bloomsbury

Zanescu A. (Forthcoming) "Counter-Balkanism in *The Witcher*", in *Colonial Intersections in Video Games* ed. Andrei Nae. Berlin, Germany: De Gruyter.

Journal Publications

Zanescu, A. French, M. and Lajeunesse, M. (2021) 'Betting on DOTA 2's Battle Pass: Gambification and productivity in play', *New Media & Society*, 23(10), pp. 2882–2901. doi: [10.1177/1461444820941381](https://doi.org/10.1177/1461444820941381).

Zanescu A., Lajeunesse M. and French, M. (2021) 'Speculating on Steam: Consumption in the gamblified platform ecosystem', *Journal of Consumer Culture*, 21(1), pp. 34–51. doi: [10.1177/1469540521993928](https://doi.org/10.1177/1469540521993928).

Book Reviews

Zanescu A. (2021) 'Book Review: Addictive Consumption: Capitalism, Modernity and Excess', *Journal of Consumer Culture*. doi: [10.1177/14695405211022435](https://doi.org/10.1177/14695405211022435).

Non-Refereed Publications

Zanescu A. (2023). *Blockbuster Resonance in Games: How Assassin's Creed and Magic: the Gathering Simulate Classical Antiquity*. Doctoral Dissertation, Concordia University, Montreal, Canada.

Zanescu A. (2018) *Counter-Balkanism in The Witcher & Gwent: A Historical Reinvention Past the Balkan Paradigm*. Masters Thesis, Concordia University, Montreal, Canada.

Grants & Awards

2021 - TAG Project Funding, Co-Producer, *Humour and Games (Season 2)*; *Connecting to Game* - 1000 CAD

2021 - TAG Project Funding, Co-Producer, *Humour and Games (Season 1)* -1000 CAD

2019 – 2023 Fonds de Recherche du Quebec (FRQSC) Doctoral Award (B2Z) – 84 000 CAD

2018 - 2021 Doctoral Graduate Student Scholarship (Communication) - 48 000 CAD

2018 – 2019 Concordia Merit Scholarship - 10 000 CAD

2017 – 2018 MA Graduate Student Scholarship (Media Studies) - 14 500 CAD

2017 – 2018 MA Graduate Student Scholarship (Sociology and Anthropology) - 3 000 CAD

2016 – 2017 ReFiguring Innovation in Games (ReFIG), Lead Investigator, *Encoding Through Streaming* – 1 500 CAD

Keynotes

Zanescu A. (2022). Monetization Strategies in Games: A Typology of Distribution and Service Models. *Futures of Gambling Studies*, RANGES Network, Montreal, October 5-6, 2022.

Invited Talks & Workshops

Zanescu A. (2022) Les Jeux dans le Contexte Médiatique et Technologique Contemporain. Université de Sherbrooke, Sherbrooke, November 4, 2022.

Zanescu, A. (2021) Étude des jeux: Theories et Methodes, Université de Sherbrooke, Sherbrooke, November 15, 2021.

Zanescu A. (2021) Les Jeux en tant que Littérature/Politique/Commerce, Collège Lionel-Groulx, Sainte-Thérèse, April 12, 2021.

Zanescu A. (2020) IMN 118: Les Jeux en tant que Littérature/Politique/Commerce, Université de Sherbrooke, Sherbrooke, November 9, 2020.

Conference Activity

Zanescu A. (2023). Making Antiquity Resonate in Assassin's Creed: Origins, Odyssey and Articulated Resonance. *DiGRA 2023 (Digital Games Research Association)*, Sevilla, Spain, June 19-23, 2023.

Ganzon S. C. and Zanescu A. (2023) Making the Revolution Resonate: From la Conquista to El Generalissimo. *DiGRA 2023 (Digital Games Research Association)*, Sevilla, Spain, June 19-23, 2023.

Zanescu A. (2023) Thematic Cardboard: A Card Game Thematic Analysis Toolkit. *CGSA 2023: Canadian Game Studies Association*, June 6-9, 2023.

Zanescu A. (2023) Blockbuster Logics & Cultural Resonance in Games. *ICA 2023: 73rd Annual ICA Conference*. Toronto, Canada, May 25-29, 2023.

Zanescu A. (2023) Magic: The Gathering in *Theros*: Cultural Simulation, Resonant Greekness & Media Franchising. *SCMS 2023: Society for Cinema and Media Studies*. Denver, USA, April 12-15, 2023.

Zanescu A. (2022) Designing Magic: The Gathering's Amonkhet: Egyptianness and the Limitations of Cultural Resonance. In: *FDG' 22: The 17th International Conference on the Foundations of Digital Games*, Athens, Greece, 5-8 September, 2022.

Zanescu A. (2022) [Magic: The Gathering, Blockbuster Logics & Resonance](#). In *GENeration Analog*, 27-28 July, 2022.

Zanescu A., Consalvo M., and Lajeunesse M. (2022) Living on Twitch: an Ethnography of Fatigue. In: *DiGRA 2022 (Digital Games Research Association)*, Krakow, Poland, July 7-11, 2022.

Zanescu A., Consalvo M., and Lajeunesse M. (2022) Twitch as Metaplatfrom: Conglomeration & Platform Power. In: *Global Perspectives on Platforms & Cultural Production*, 1-2 June, 2022.

Zanescu A., Iantorno M., and Lajeunesse M. (2022) 3 Contests in a Trenchcoat: Video & Arcade Top 10, Games Broadcasting & 90s Canadian Gamer Capital. In: *Canadian Game Studies Association*, May 31-June 3, 2022.

Lajeunesse M., Zanesco A., and French M. (2022) The Social Value of Cosmetic Items in DOTA 2. In: *Canadian Game Studies Association*, May 31-June 3, 2022.

Zanesco, A. (2021) Counter-Balkanism in *the Witcher*: A Simulation of Cultural Identity, *Colonial Discourse in Videogames*, Center for American Studies, University of Bucharest, September 19, 2021.

Zanesco A., Lajeunesse M. and French M. (2019) Gaming DOTA Players: Iterative Platform Design and Capture. In: *DiGRA 2019 (Digital Games Research Association)*, Kyoto, Japan, 6-10 August 2019.

Consalvo M., Lajeunesse M. and Zanesco A. (2018) Why did we think we wanted to become Twitch affiliates? Researching play by self-streaming on Twitch. In: *AoIR 2018 (Association of Internet Researchers)*, Montreal, Canada, 10-13 October 2018.

Zanesco A., French M., Lajeunesse M. (2018) Betting on the Battle Pass: An Ethnography of DOTA 2 & The International 2017. In: *Canadian Game Studies Association*, Regina, Canada, May 30-June 1, 2018.

Zanesco A. (2017) Yasumi Matsuno's Balkanism. In: *Replaying Japan*, Strong Museum of Play, Rochester, NY, August 23, 2017.

Zanesco A., Lajeunesse M. (2017). Encoding Through Streaming. In: *Canadian Game Studies Association*, Toronto, Canada, May 31, 2017.

Zanesco A. (2017) Civilization in Decay: Semiology of Watchmen and the Enlightenment. In: *Meeting Points: Media Studies Graduate Conference*, Concordia University, Montreal, Canada, 25 April, 2017.

Zanesco A. (2016) The Computerized Orchestra: A Historical Genealogy of Yellow Magic Orchestra and Japanese Chiptune. In: *I/O Symposium*, Concordia University, Montreal, Canada, November 25, 2016.

Departmental & Campus Talks

Zanesco A. (2023) *Player Recurring Investment: The Platformization of Ubisoft Games*, COMS 360, Concordia University, March 22, 2023.

Zanesco A. (2023) *Blockbuster Resonance in Games*, TAG Symposium, Concordia University, March 9, 2023.

Zanesco A. (2022) *AC Origins, Blockbuster Logics & Museum Tours*, COMS 369, Concordia University, September 28, 2022.

Zanesco A. (2020) *Betting on/in Video Games*, SOCI-ANTH 298, Concordia University, October 13, 2020.

Zanesco A. (2019) *Digital Heterotopias: From the Balkans to Aotearoa as Commodified Game Worlds*, TAG Symposium, Concordia University, June 13, 2019.

Zanesco A. (2019) *The Development of Games Studies from a Sociological into a Communications Sub-field*, Sociology & Anthropology Department, Montreal, Canada, February 13, 2019.

Zanescu A. (2017) *Procedural Rhetoric & Newsgames*, ENGL 255, Concordia University, Montreal, Canada, October 13, 2017.

Zanescu A. & Lajeunesse M. (2017) Keynote: Consuming DOTA 2. *Consuming Pleasure Games 2017*, Concordia University, Montreal, Canada, September 22, 2017.

Teaching Experience - Communication Studies

Television Studies (Fall 2023) – Professor, COMS 426-545, Concordia University.

International Communication (Fall 2023) – Professor, COMS 473-547, Concordia University.

Visual Communication and Culture (Fall 2023) – Professor, COMS 369, Concordia University.

Mass Media (Fall 2021) – Instructor, COMS 360, Concordia University.

Games, Media and Culture (Winter 2021) – Instructor, COMS 333, Concordia University.

Research Experience

Translator (English to French) – Winter 2023. Department of Communication Studies, Concordia University, Montreal, Canada.

2023 **Translator**, *Disinformation in Games*, mLab, Concordia University. Supervised by [Dr. Mia Consalvo](#).

2017 – 2023 **Research Assistant**, *Streaming at the Margins*, mLab, Concordia University. Supervised by [Dr. Mia Consalvo](#).

2017 – 2023 **Research Assistant**, *Responsible Gaming*, Research Chair on Gambling. Concordia University, Supervised by [Dr. Martin French](#).

2019 **Research Assistant**, *Indie Game Discoverability Project @ GamePlay Space*, Milieux Research Institute, Concordia University. Supervised by [Dr. Bart Simon](#).

Service to Profession

2023 Nordic DiGRA, Manuscript Review

2022 SCMS (Society for Cinema and Media Studies), Conference Review.

2022 New Media & Society, Manuscript Review

2021 Loading (The Journal of the Canadian Game Studies Association), Manuscript Review

2021 CGSA (Canadian Game Studies Association), Conference Review

2018 HICSS (Hawaii International Conference on System Sciences), Conference Review

Organizational & Extracurricular Service

2019 – 2020 Coordinator, Concordia Doctoral Students Association, Concordia University, Montreal, Canada.

2018 – 2019 Coordinator Elect, Concordia Doctoral Students Association, Concordia University, Montreal, Canada.

2016 – 2018 Student Representative, Technoculture, Art and Games, Concordia University, Montreal, Canada.

Languages

English (fluent), French (fluent), Romanian (native), Spanish (working proficiency)

Affiliations & Memberships

ICA (International Communication Association)

SCMS (Society for Cinema and Media Studies)

EAA (European Association of Archaeologists)

DiGRA (Digital Games Research Association)

FDG (Foundations of Digital Games)

ACM (Association for Computing Machinery)

CGSA (Canadian Game Studies Association)

[mLab](#), Concordia University, Montreal, Quebec, Canada

[TAG \(Technoculture, Art and Games\)](#), Concordia University, Montreal, Quebec, Canada

[Milieux \(Institute for Arts, Culture, Technology\)](#), Concordia University, Montreal, Quebec, Canada

[Research Chair on Gambling](#), Concordia University, Montreal, Quebec, Canada

[HERMES \(Research Team on Lifestyle and Multidisciplinary Research\)](#), Concordia University, Montreal, Quebec, Canada

*References Available on Demand